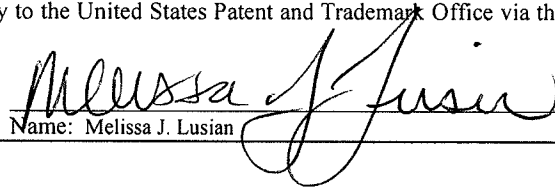


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: William D. Kennedy Examiner: Alvarez, Raquel  
Serial No. 09/407,124 Group Art Unit: 3622  
Filed: December 27, 1999 Docket No. 072755-020100  
Title: METHOD TO CREATE A CUSTOMIZED E-COMMERCE STORE  
Customer No.: 33717

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on February 15, 2008.

  
Name: Melissa J. Lusian

**SECOND RESPONSE AFTER FINAL ACTION**

MAIL STOP AF  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir/Madam:

In reply to the final Office Action mailed July 24, 2007, Applicant submits the following second response. A first response to final Office Action was filed on September 24, 2007.

Kindly enter the following amendments:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks** begin on page 6 of this paper.

**Current Claim Count**

<b>Claims Remaining After Amendment</b>		<b>Highest Number Previously Paid For</b>
<b>Total Claims</b>		
14	-	21
<b>Independent Claims</b>		
1	-	5